

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
March 2017**

Prepared by the

Santa Barbara Metropolitan Transit District



April 14, 2017

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**MTD Report to Santa Barbara
On the Downtown-Waterfront Shuttle
March 2017 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle service to meet downtown Santa Barbara traffic-reduction and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare card holders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for March 2017, as well as fiscal year (FY) 2017 year-to-date ridership. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. March 2017 and March 2016 each had 23 weekday service days and 8 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in March 2017 and FY 2017 revenue hours year-to-date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 27,752 passengers in March 2016 to 24,179 in March 2017. Ridership decreased on State Street and on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, from 1,151 hours in March 2016 to 1,070 hours in March 2017. Average riders per revenue hour decreased from 24.1 in March 2016 to 22.6 in March 2017. Estimated fare revenue decreased from \$10,365.25 in March 2016 to \$9,153.50 in March 2017. The percentage of passengers who paid the \$0.25 half-fare decreased from 26.6 percent in March 2016 to 24.7 percent in March 2017.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2017 Mar 2017	FY 2016 Mar 2016	FY 2017 Jul-Mar	FY 2016 Jul-Mar	Current Month	FY Total
Downtown-Waterfront Shuttle Ridership (Total)						
Line 30 - State Street	20,133	21,668	214,709	223,357	-7.1%	-3.9%
Line 31 - East Beach	2,836	3,124	30,428	32,712	-9.2%	-7.0%
Line 32 - West Beach	1,210	2,960	13,234	21,051	-59.1%	-37.1%
<i>Downtown-Waterfront Total</i>	<i>24,179</i>	<i>27,752</i>	<i>258,371</i>	<i>277,120</i>	<i>-12.9%</i>	<i>-6.8%</i>

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2017 Mar 2017	FY 2016 Mar 2016	FY 2017 Jul-Mar	FY 2016 Jul-Mar	FY 2017 Mar 2017	FY 2016 Mar 2016
Downtown-Waterfront Shuttle Revenue Hours (Total)						
Line 30 - State Street	825	885	8,394	8,827	24.4	24.5
Line 31 - East Beach	165	169	1,876	1,881	17.2	18.5
Line 32 - West Beach	80	97	874	982	15.1	30.5
<i>Downtown-Waterfront Total</i>	<i>1,070</i>	<i>1,151</i>	<i>11,144</i>	<i>11,690</i>	<i>22.6</i>	<i>24.1</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. In the ten-year period prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership varied from approximately 525,000 to 544,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, Downtown Santa Barbara hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle is featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- MTD maintains active social media accounts on Facebook, Instagram, and Twitter, often featuring the Downtown-Waterfront Shuttle and the locations it serves.
- Partnership website links are provided by Visit Santa Barbara, Santa Barbara Car Free, and Downtown Santa Barbara.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by Downtown Santa Barbara.
- MTD is an active member of Visit Santa Barbara, Downtown Santa Barbara, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849
Aug.	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125
Sep.	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675
Oct.	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684
Nov.	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033
Dec.	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022
Jan.	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	18,934
Feb.	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	16,870
Mar.	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	24,179
Apr.	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	
May	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	
Jun.	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	
Total	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

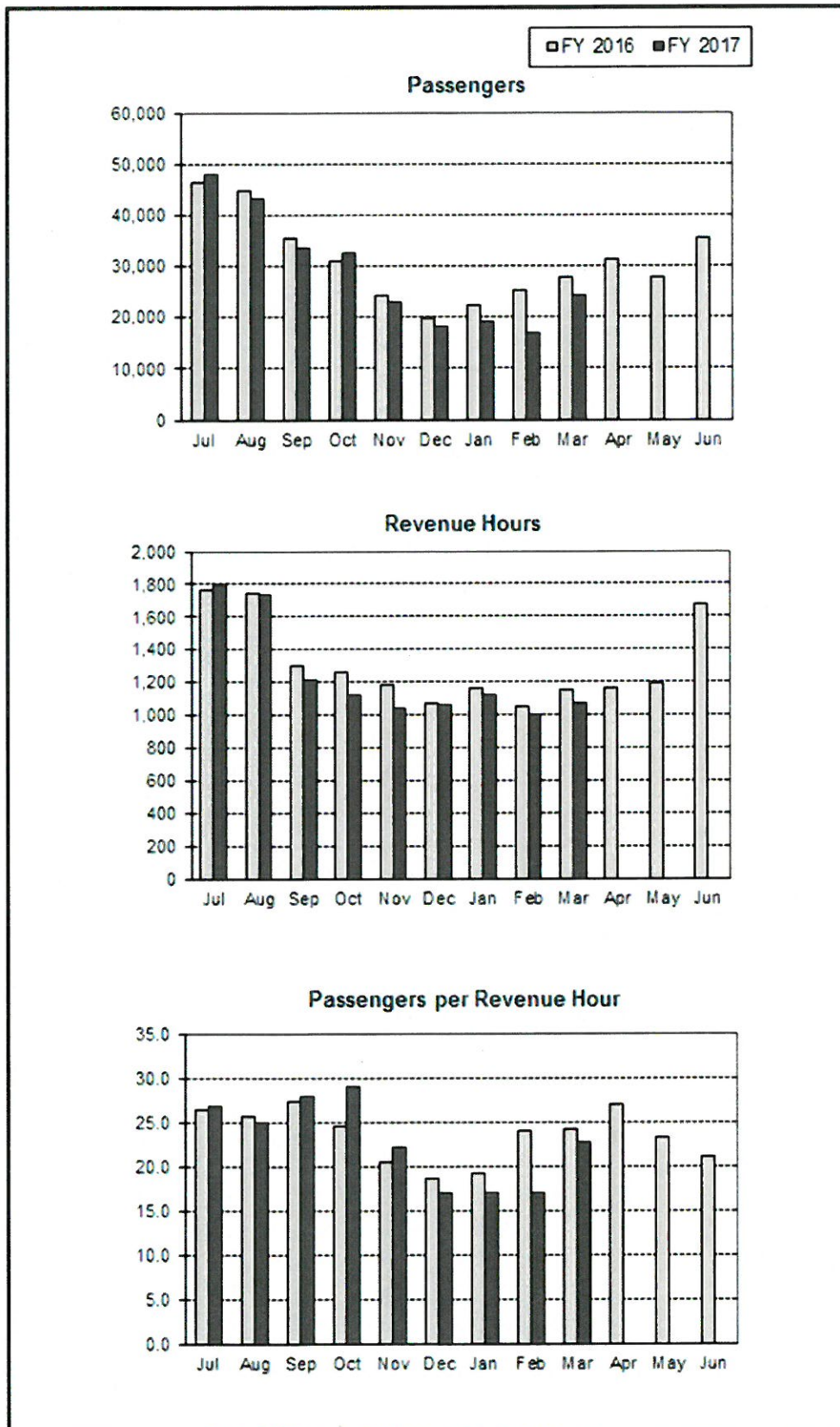
Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794
Aug.	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729
Sep.	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208
Oct.	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125
Nov.	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044
Dec.	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059
Jan.	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	1,120
Feb.	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	997
Mar.	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	1,070
Apr.	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	
May	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	
Jun.	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	
Total	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7
Aug.	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9
Sep.	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9
Oct.	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1
Nov.	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1
Dec.	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0
Jan.	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	16.9
Feb.	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	16.9
Mar.	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	22.6
Apr.	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	
May	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	
Jun.	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	
Avg.	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2016 & FY 2017 Downtown-Waterfront Shuttle by Month



MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
April 2017**

Prepared by the

Santa Barbara Metropolitan Transit District



May 17, 2017

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle April 2017 Monthly Report

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DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle service to meet downtown Santa Barbara traffic-reduction and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare cardholders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for April 2017, as well as fiscal year (FY) 2017 year-to-date ridership. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. April 2017 had 20 weekday service days and 10 weekend service days, and April 2016 had 21 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in April 2017 and FY 2017 revenue hours year-to-date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 31,156 passengers in April 2016 to 28,493 in April 2017. Ridership decreased on State Street and on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, from 1,158 hours in April 2016 to 1,082 hours in April 2017. Average riders per revenue hour decreased from 26.9 in April 2016 to 26.3 in April 2017. Estimated fare revenue decreased from \$11,779.00 in April 2016 to \$10,840.00 in April 2017. The percentage of passengers who paid the \$0.25 half-fare decreased from 25.8 percent in April 2016 to 24.6 percent in April 2017.

TABLE 1
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Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2017 Apr 2017	FY 2016 Apr 2016	FY 2017 Jul-Apr	FY 2016 Jul-Apr	Current Month	FY Total
Downtown-Waterfront Shuttle Ridership (Total)						
Line 30 - State Street	23,311	24,625	238,020	247,982	-5.3%	-4.0%
Line 31 - East Beach	3,563	3,342	33,991	36,054	6.6%	-5.7%
Line 32 - West Beach	1,619	3,189	14,853	24,240	-49.2%	-38.7%
<i>Downtown-Waterfront Total</i>	<i>28,493</i>	<i>31,156</i>	<i>286,864</i>	<i>308,276</i>	<i>-8.5%</i>	<i>-6.9%</i>

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2017 Apr 2017	FY 2016 Apr 2016	FY 2017 Jul-Apr	FY 2016 Jul-Apr	FY 2017 Apr 2017	FY 2016 Apr 2016
Downtown-Waterfront Shuttle Revenue Hours (Total)						
Line 30 - State Street	835	896	9,229	9,723	27.9	27.5
Line 31 - East Beach	166	163	2,042	2,044	21.5	20.5
Line 32 - West Beach	81	99	955	1,081	20.0	32.2
<i>Downtown-Waterfront Total</i>	<i>1,082</i>	<i>1,158</i>	<i>12,226</i>	<i>12,848</i>	<i>26.3</i>	<i>26.9</i>

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Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. In the ten-year period prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership varied from approximately 525,000 to 544,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

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The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

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- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, Downtown Santa Barbara hands out the cards as part of their "Downtown Hosts" program.
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TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849
Aug.	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125
Sep.	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675
Oct.	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684
Nov.	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033
Dec.	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022
Jan.	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	18,934
Feb.	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	16,870
Mar.	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	24,179
Apr.	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	28,493
May	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	
Jun.	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	
Total	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

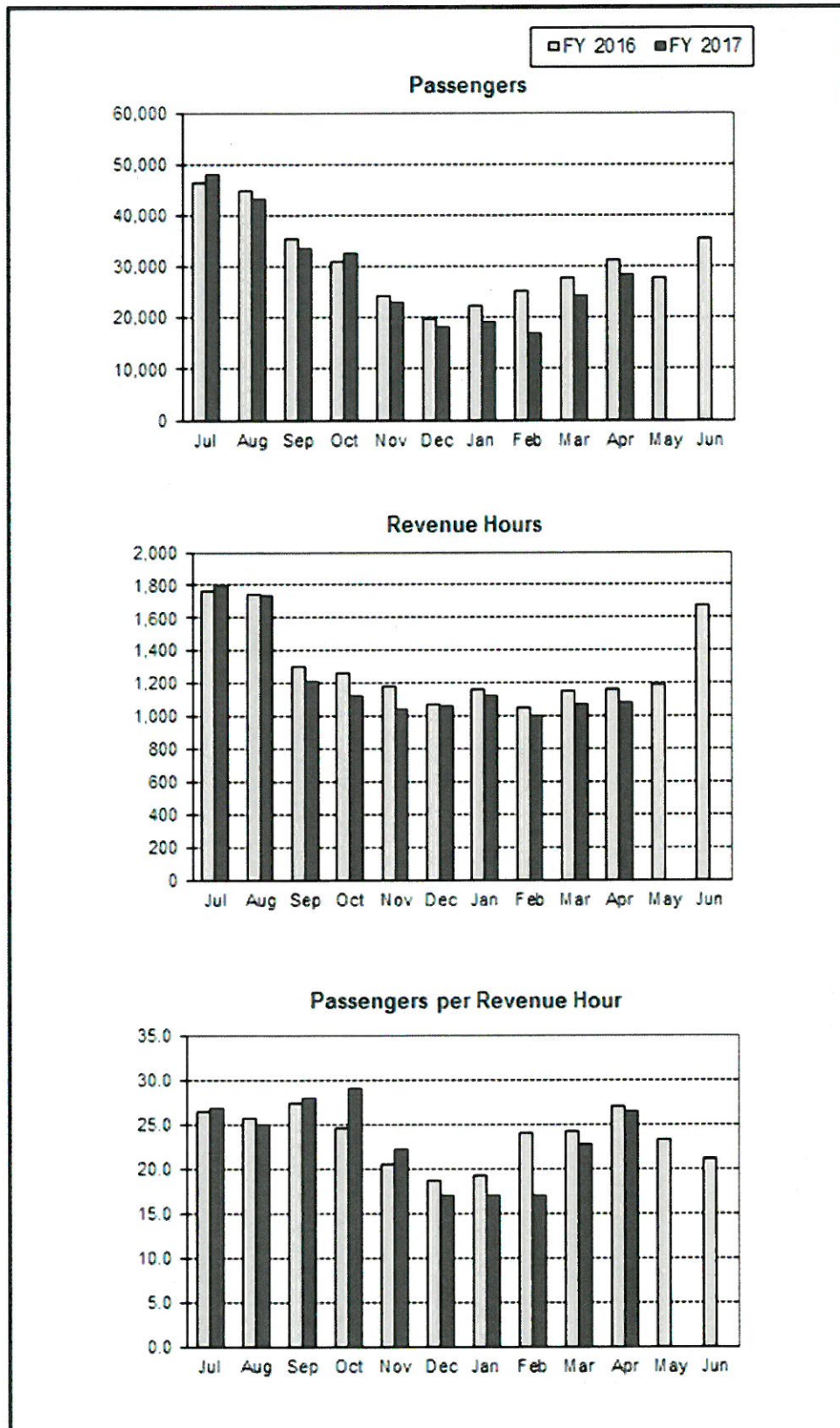
Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794
Aug.	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729
Sep.	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208
Oct.	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125
Nov.	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044
Dec.	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059
Jan.	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	1,120
Feb.	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	997
Mar.	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	1,070
Apr.	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	1,082
May	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	
Jun.	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	
Total	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7
Aug.	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9
Sep.	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9
Oct.	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1
Nov.	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1
Dec.	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0
Jan.	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	16.9
Feb.	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	16.9
Mar.	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	22.6
Apr.	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	26.3
May	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	
Jun.	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	
Avg.	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2016 & FY 2017 Downtown-Waterfront Shuttle by Month



Crosstown Shuttle, Mesa/SBCC & Line 1 & 2 Enhancement Traffic Mitigation

**Quarter Ending
March 31, 2017**

Prepared by the

Santa Barbara Metropolitan Transit District



April 14, 2017



Traffic Mitigation

Quarter Ending March 31, 2017

The Santa Barbara Metropolitan Transit District (MTD) has implemented several service enhancements in partnership with the City of Santa Barbara, including enhancements to Lines 1 - West Santa Barbara & Line 2 - East Santa Barbara, Line 4 - Mesa/SBCC, and Line 37 - Crosstown Shuttle.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the third quarter of fiscal year (FY) 2017.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 - Mesa/SBCC and the Crosstown Shuttle, the ridership in the table represents the entire ridership of the routes.

Fiscal Year 2017 MTD Enhanced Transit Ridership¹

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
3rd Quarter								
Jan 2017	(964)	374	330	(260)	(119)	85	62	28
Feb 2017	(1,290)	413	317	(560)	(190)	100	63	(27)
Mar 2017	(1,019)	422	326	(271)	(149)	84	60	(5)

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service.

Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

It is important to note that the negative results on Lines 1 & 2 show only that fewer persons rode Lines 1 & 2 on a typical weekday in a given month of FY 2017 than in the corresponding month prior to implementation of the enhanced transit. These data do not suggest that the decrease in ridership resulted in additional traffic.